

POLICY TITLE: DISTRICT ENGAGEMENT

POLICY STATEMENT:

This policy is to provide guidance to Councilmembers and Mayor (Members) regarding constituent engagement, outreach, and use of City resources, including funding and staff assistance for District engagement activities.

I. District Councilmembers and Mayor Resources

- a. City Staff: City staff will support Members with District constituents matters using the same procedures and practices as stated in Council Policy 6.9 Requests of Staff Made by Councilmembers
<https://www.cityofsantacruz.com/government/city-council/council-policy-manual>
- b. City Funding: Each Councilmember will be provided a budget of \$2,000 per year and the Mayor \$5,000, to support district engagement activities. Funds may be used for expenses related to these guidelines. Examples of uses include outreach and marketing materials, facility rental, and food. These funds are separate from the travel, training, and conference budget. Funds may not be transferred between districts. Balances remaining from the allocation at the end of the fiscal year will not carry-forward to the next fiscal year. Requests for reimbursements shall be submitted to the City Manager's Office with receipts.
- c. District specific information such as city owned facilities located in a district, neighborhood organizations, schools, or public improvement projects will be available upon request, and in accordance with Council Policy 6.9 and availability of resources.

II. Constituent Outreach

Constituent Outreach means communications with constituents to promote civic involvement and public awareness of City operations, services, programs, policies, and matters pending before the City Council and to elicit input from constituents regarding such matters. Outreach can be in a variety of forms including those listed below.

- a. District Meetings: Each Member may hold two district meetings per year which requires City resources and staff support. All City supported district meetings should be considered a public meeting and open to any member of the public (whether or not they reside in the district hosting the meeting)

City Council members may not call district meetings that require City resources or staff support without City Manager approval. Staff support at these district meetings shall be limited to staff presentations and normal preparation time prior to the meeting.

Nothing in this policy shall prevent a City Councilmember from holding district meetings which do not involve City resources or staff support. City-owned facilities may be used to hold the meeting upon prior request, based on availability, and in accordance with Council Policy, Section 7, City Facilities, Use Of (<https://www.cityofsantacruz.com/government/city-council/council-policy-manual>).

City Councilmembers may not call citywide meetings which require resources or staff support. Citywide meetings may only be called by the Mayor or the City Council. Nothing in this policy shall prevent a City Councilmember from holding citywide meetings which do not involve City resources or staff support.

- b. Electronic Communication: Members may utilize their city provided email to notify constituents of Member or city sponsored/supported events. However, members may not utilize city email for personal reasons or campaigning. Please see City Administrative Procedure Order (APO), I-82 - Technology Use Policies, Section I-82.3 Email Use Policy - <http://intranet/home/showpublisheddocument/1877/637601531677170000> .
- c. Regular Postal Mail: The Fair Political Practice Commission (FPPC) Section 18901.1 *Campaign Related Mailings Sent at Public Expense* and Section 89002 of the Political Reform Act regulate the distribution of mail by District Councilmembers. A mailing is prohibited if:
 - i. The item sent is a tangible item, such as a written document, videotape, record, or button and is delivered, by any means, to the recipient's residence, place of employment or business, or post office box.¹
 - ii. The item either: (1) features an elected officer affiliated with the agency that produces or sends the mailing; or (2) includes the name, office, photograph, or other reference to an elected officer affiliated with the agency that produces or sends the mailing, and is prepared or sent in cooperation, consultation, coordination, or concert with the elected officer.
 - iii. Public moneys are paid for either: (1) the costs of distributing the item; or (2) public funds, in excess of \$50, are used to design, produce, or print the item, and the design, production, or printing is done with the intent of sending the item.

More than two hundred substantially similar items are sent in a single calendar month (excluding any item sent in response to an unsolicited request).

Permissible Mailings (except when sent within 60 days of an election)²

¹ Note that emails, website postings, text messages, and recorded telephone messages/robocalls are not considered tangible items prohibited under FPPC Regulations.

² See FPPC website for details and additional exceptions: <https://www.fppc.ca.gov/learn/public-officials-and-employees-rules-/communications-sent-using-public-funds/campaign-related-communications.html>

- i. Letterhead/Roster Listing. A mailing in which a councilmember's name appears only in the letterhead or logotype of the stationery, forms, and envelopes of the agency, or in a roster listing containing the names of all elected officers of the City.
 - ii. Meeting Announcements. A public meeting announcement sent to a councilmember's constituents so long as the meeting is directly related to the councilmember's governmental duties and they intend to attend. The item may not contain the councilmember's photo or signature and may include only a single mention of the councilmember.
 - iii. Event Announcement. An announcement of any official city event or events for which the city is providing the use of its facilities or staff, or other financial support. The item may not contain the councilmember's photo or signature and may include only a single mention of the councilmember.
 - iv. Business Cards. Business cards that do not contain a councilmember's photo or more than one mention of the councilmember's name.
- d. Social Media: The City will not be responsible for posting information on Members' personal social media accounts. The City will post authorized events on City social media accounts consistent with this policy and with the City's social media policy (See City APO I-82 - Technology Use Policies, Section I-82.4, Social Media Policy - <http://intranet/home/showpublisheddocument/1877/637601531677170000>) . Items will be submitted to the Communications Manager no later than 10 business days prior to the event.
- e. City Website: Each Councilmember and Mayor will have a city-maintained web page with information on each District, including a District Map, the Members' committee, commissions and board assignments, calendar of City and District Members events, contact information, the ability for members of the public to sign up for information and any other City related information as requested. Requests for website updates will be submitted at least 10 days prior to posting.
- f. Informal Meetings or Gatherings: Nothing in this policy shall preclude Members from holding informal meetings or gatherings without City staff resources.

III. **Staff/Councilmember/Mayor Coordination & Communication**

- a. City staff will support Councilmembers with District constituents matters using the same procedures and practices as those under an at-large, elected Council and in accordance with Council Policy 6.9 as stated above.
- b. The Mayor and the City Council shall be kept advised of the status of potential and actual proposals for major projects and issues that have a significant citywide impact, and other city related issues in their district.

IV. Inter-district Coordination

- a. City Councilmembers may communicate with any City community member in any District.
- b. City Councilmembers meeting with a resident voting in another District are expected to encourage the resident to communicate with their elected Councilmember. The Councilmember will notify the District Councilmember of the meeting.
- c. All Members will be informed of event invitations when the entire City Council is invited.
- d. Communications intended for the City Council as a whole will be shared with all City Councilmembers.
- e. The City Manager and staff will continue to make recommendations and provide City services based on the best interest of the community as a whole.
- f. City Councilmembers are elected by District but will continue to govern taking into account the needs of the entire community.

AUTHORIZATION: Adopted by motion April 25, 2023